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Evaluation of a Transportation Incentive Program for Affordable Housing Residents

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FRIDAY TRANSPORTATION SEMINAR

**Evaluation of a Transportation Incentive Program for
Affordable Housing Residents**

Huijun Tan, Nathan McNeil, John MacArthur

March 19th, 2021



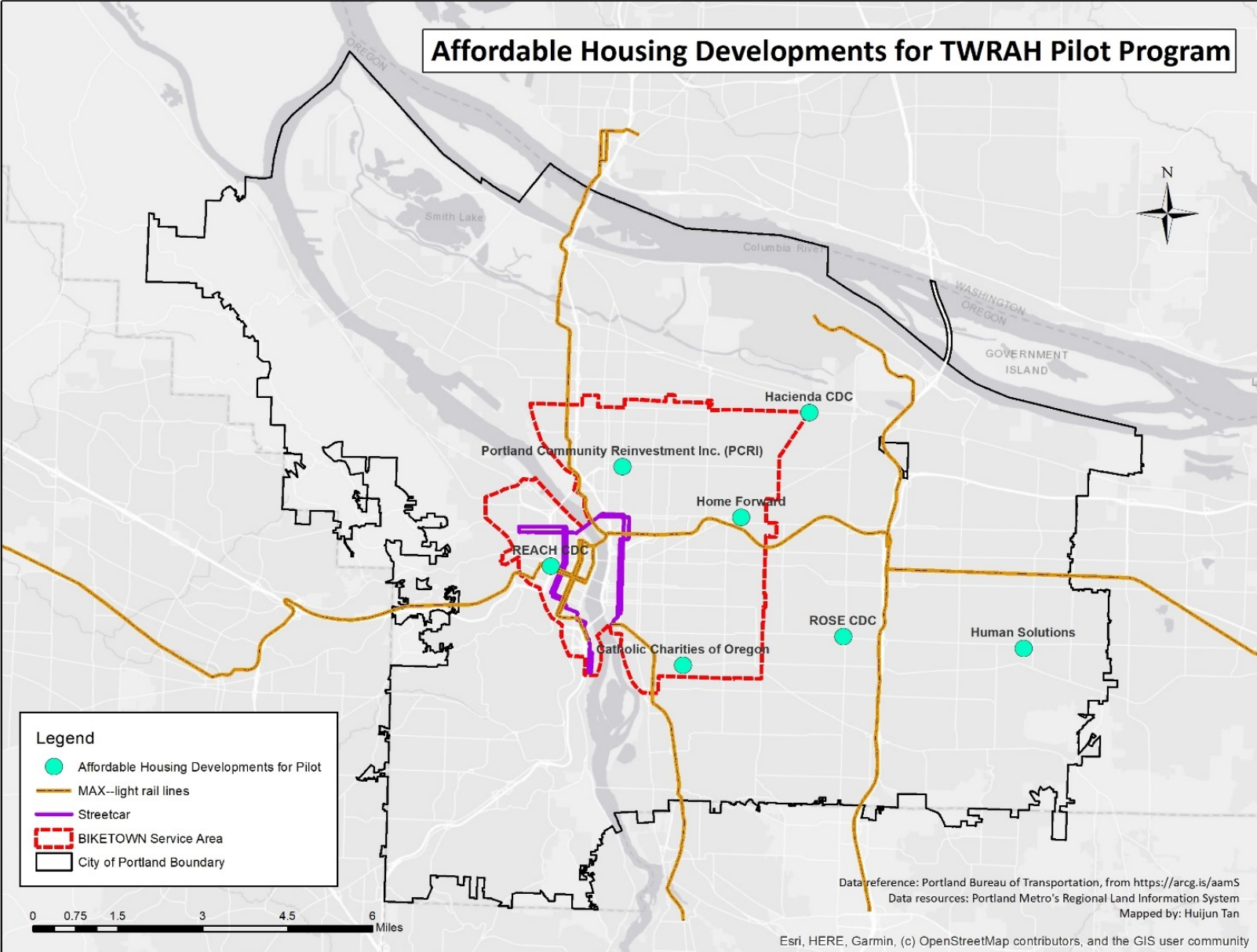
Portland State
UNIVERSITY



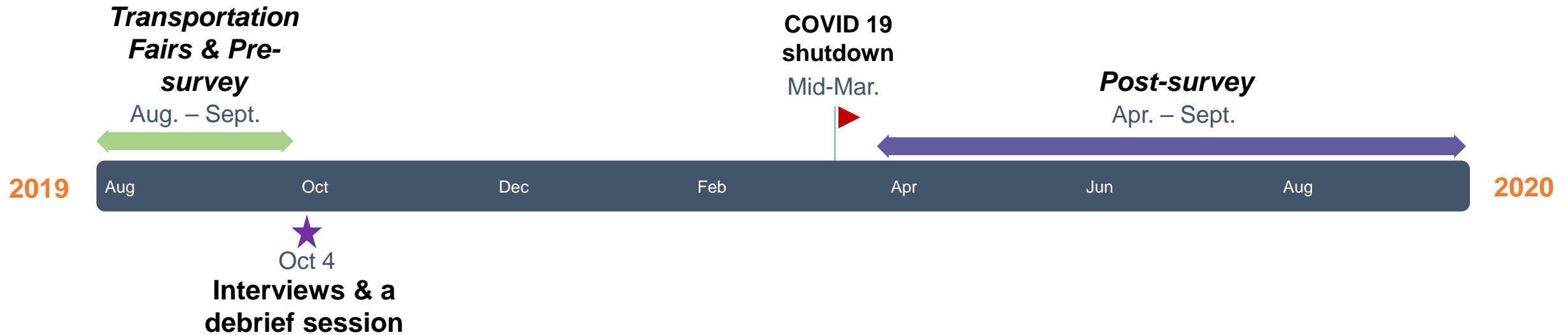
Affordable housing developments for TWRAH pilot program

Affordable Housing Developments

- Hacienda CDC
- Portland Community Reinvestment Inc. (PCRI)
- REACH CDC
- Home Forward
- Catholic Charities of Oregon
- ROSE CDC
- Human Solutions



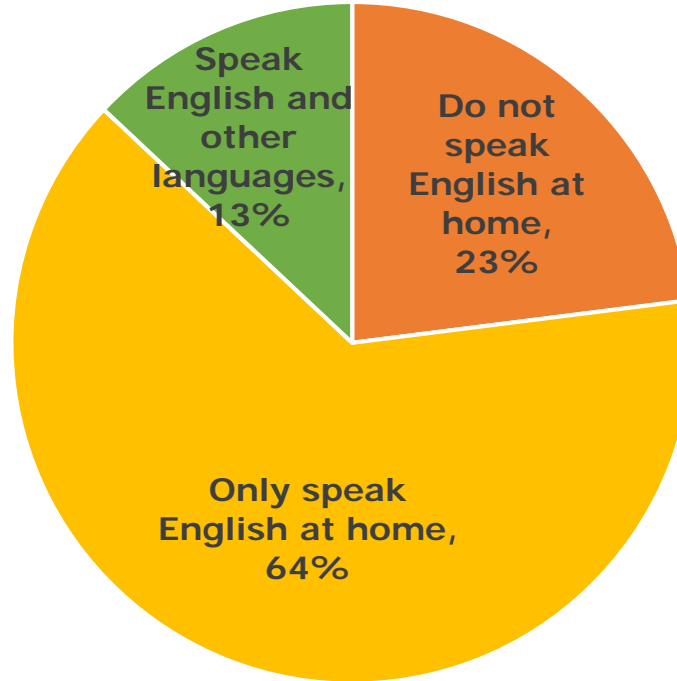
Timeline for Project Implementation



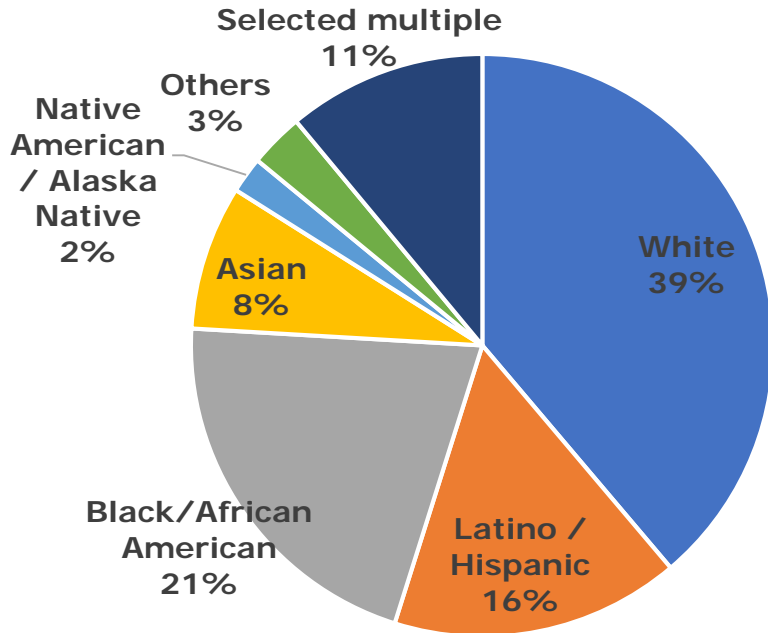
- **Pre-survey**
 - Baseline transportation needs and activities survey of participants
 - 475 responses
- **Post-survey**
 - How participants used the Transportation Wallet (PSU)
 - Over phone (with online option), and mailing; interpretation services from PBOT
 - 278 responses collected, accounting for 56% response rate
- **Covid-19 accommodation**
 - The survey asked participants to consider the period prior to any restrictions.

Demographics of post-survey participants

Language



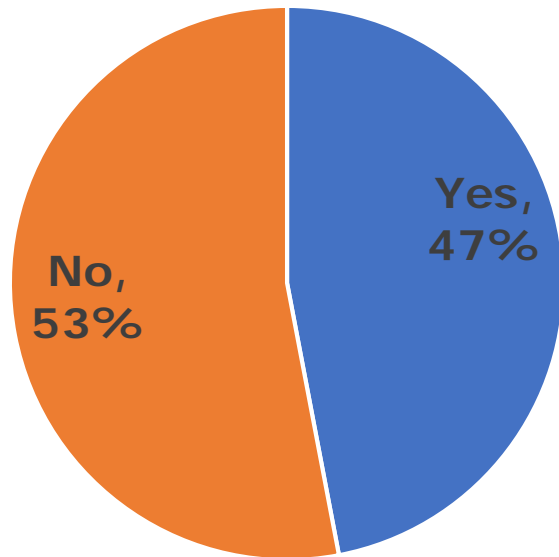
Race / Ethnicity



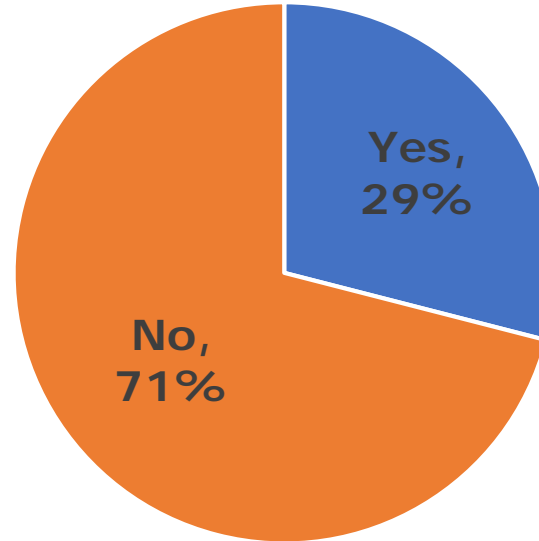
Variables	Post-survey (278 total)	
	%	Count
Age		264
18 to 24	4%	10
25 to 34	17%	44
35 to 44	18%	49
45 to 54	23%	60
55 to 64	24%	63
65+	14%	38
Gender		269
Female	64%	174
Male	35%	94
Non-binary	0.4%	1
Employment		278
Not currently working	59%	165
Income		245
Less than \$15,000	68%	167
\$15,000 - \$24,999	19%	47
\$25,000 - \$34,999	9%	23
\$34,000 - \$74,999	4%	8

Demographics of post-survey participants

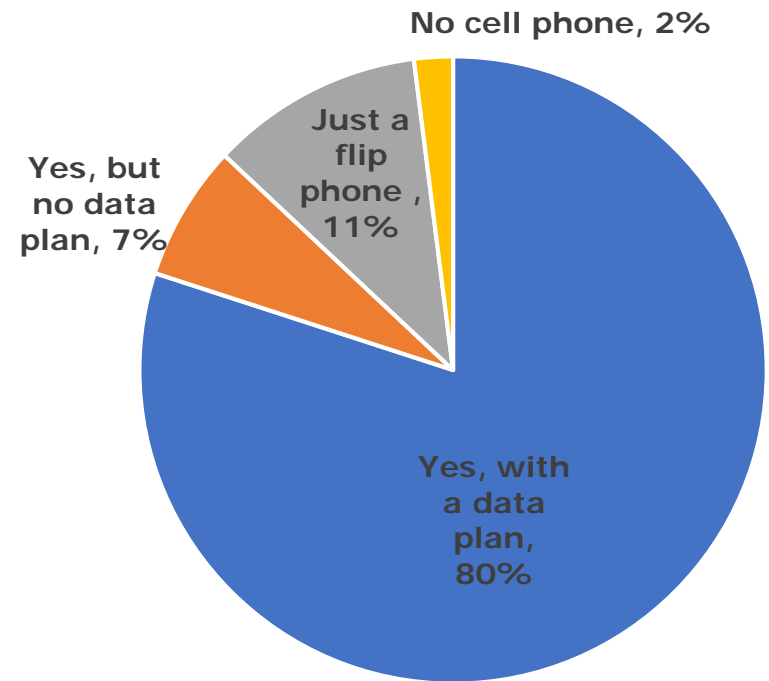
Drivers License



Vehicle Ownership



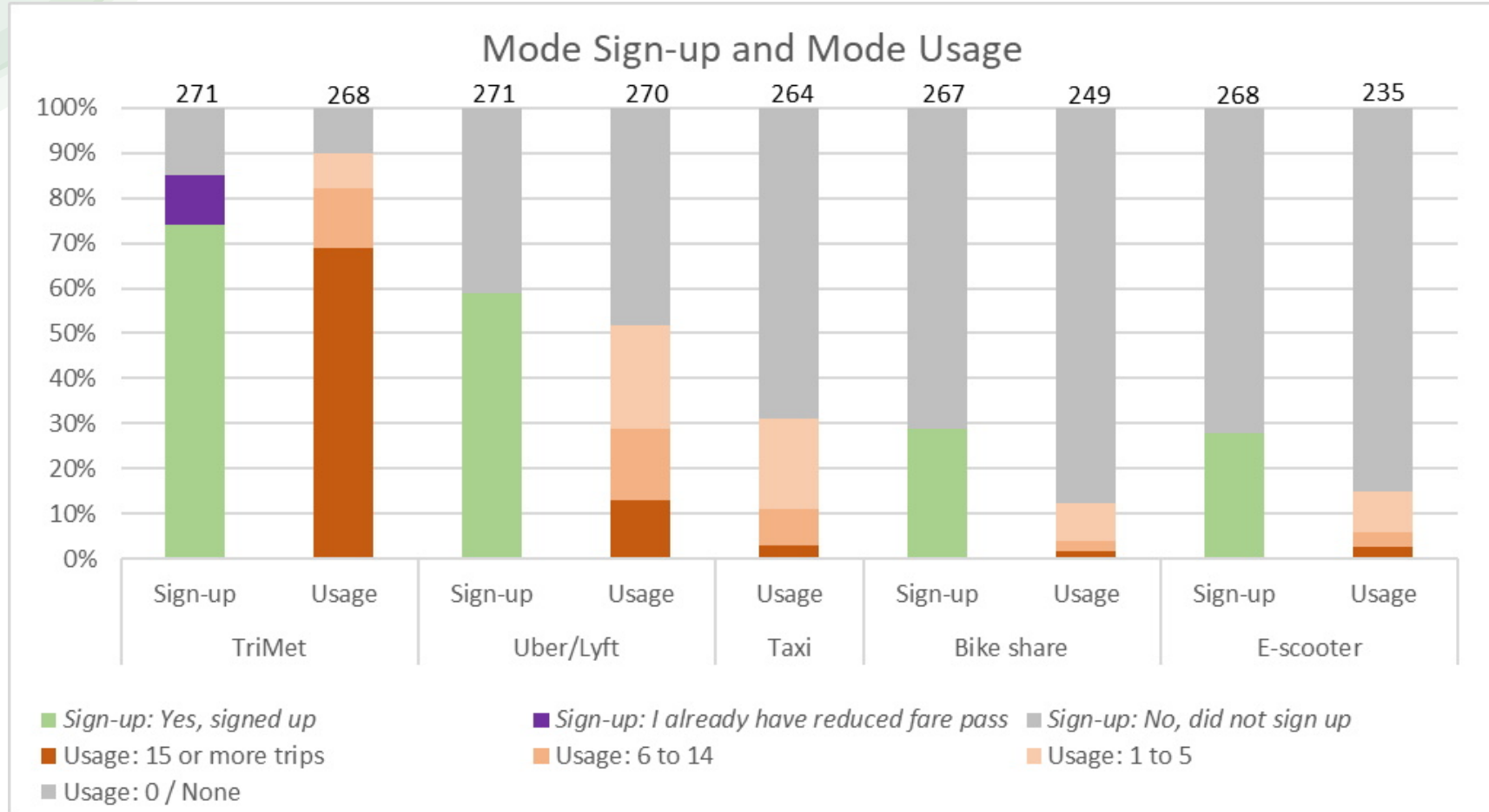
Smartphone Ownership



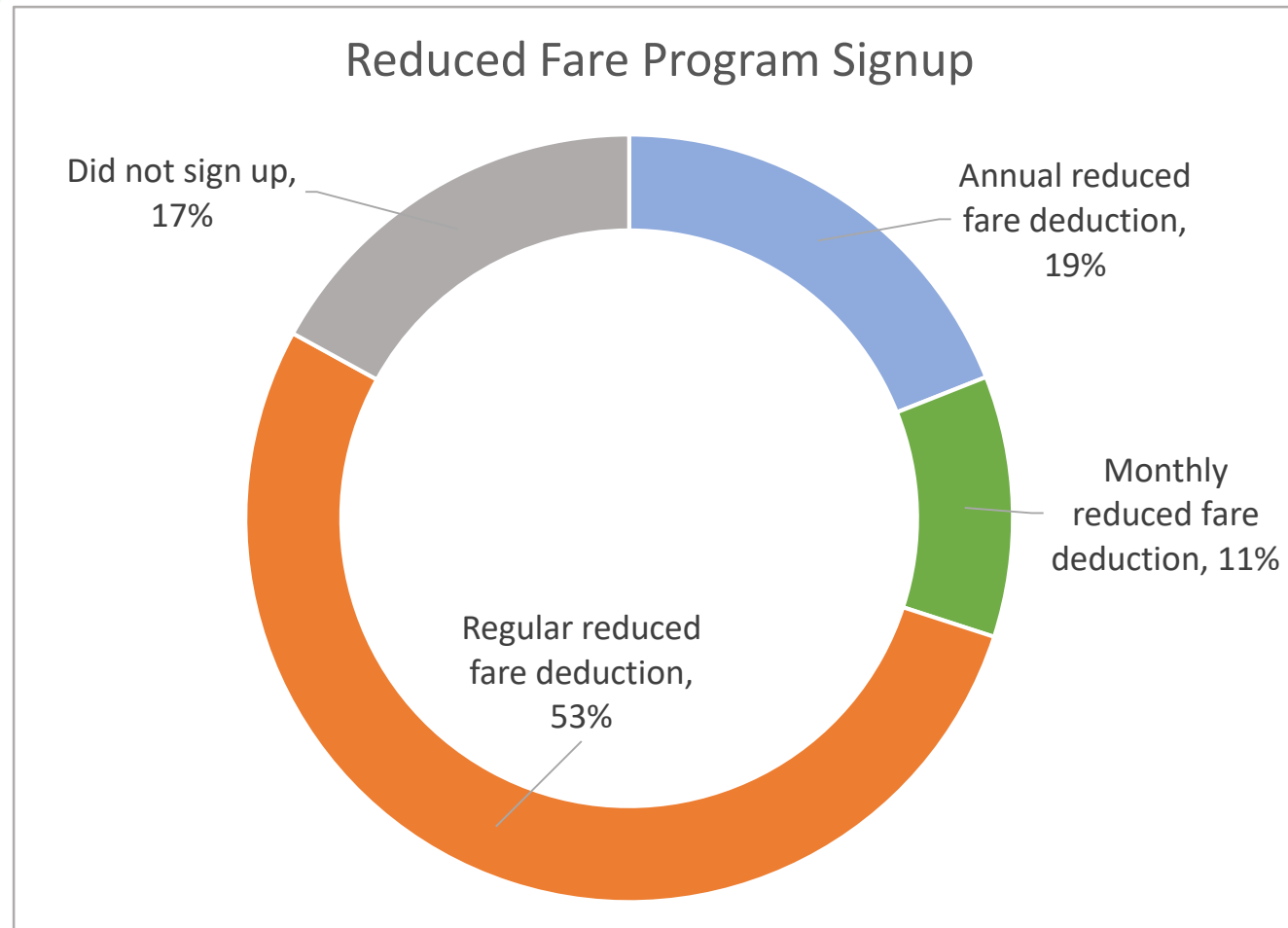
Main findings

I. The general usage of Transportation Wallet (TW)

1. Mode signed up and used by participants with the program

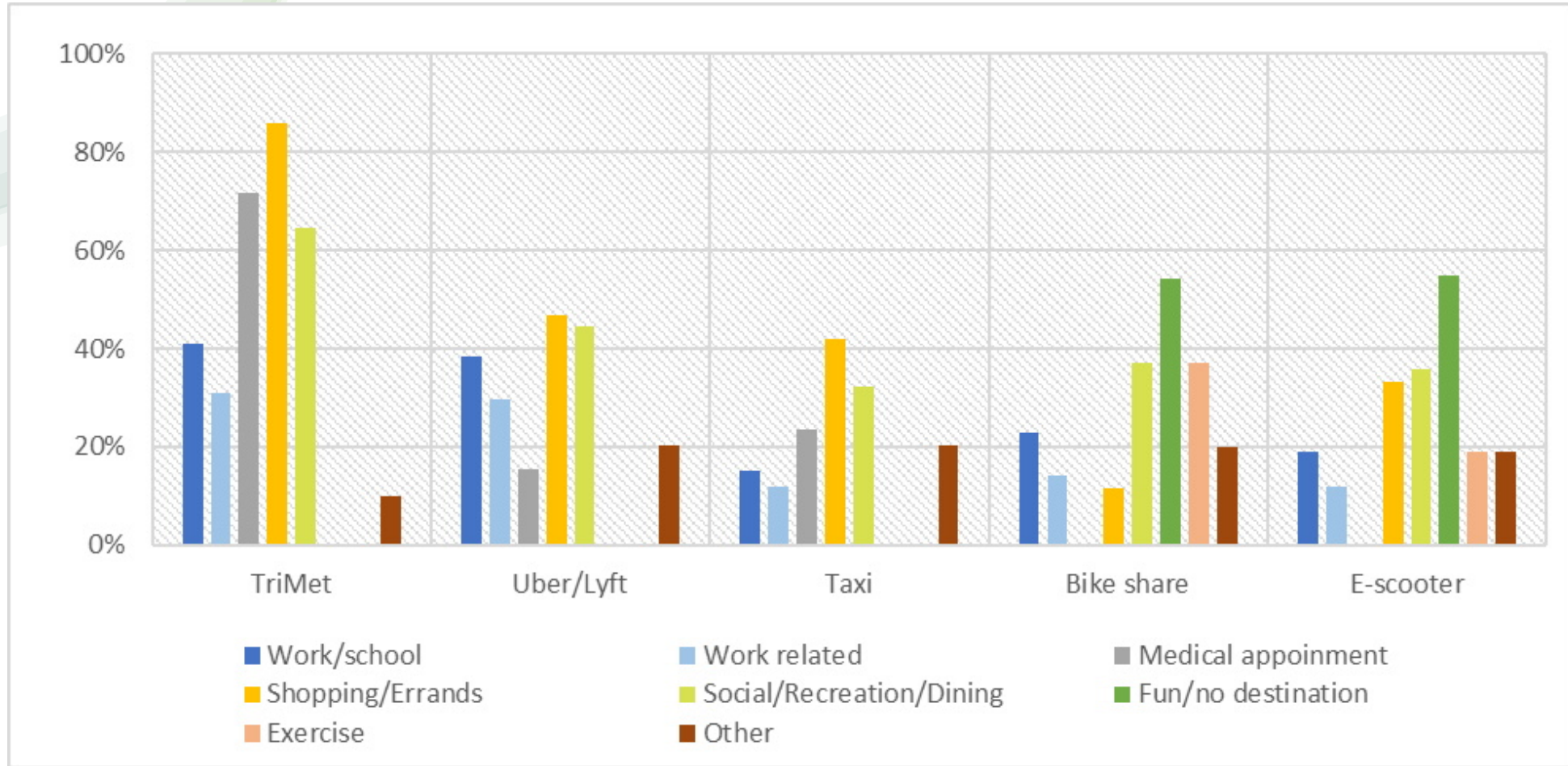


2. Mode usage and TriMet reduced fare program signup



- TriMet usage was higher for annual and monthly reduced fare users
- The use of other services was limited for annual reduced fare users

3. Trip purpose for each mode that the respondents used with the program

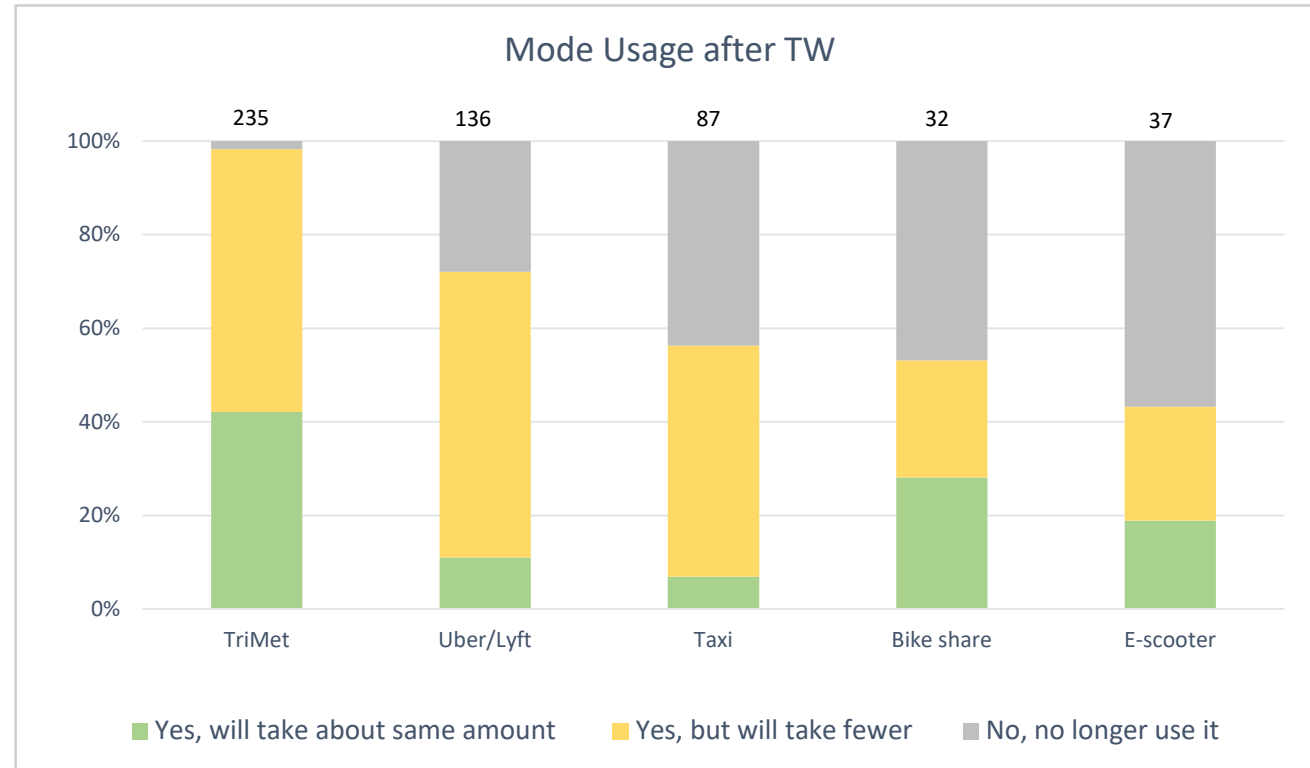


II. Highlights of the advantages of TWRAH

1. Cost saving

97%: saved money on normal transportation costs with TW;
95%: managing their monthly budget was less stressful.

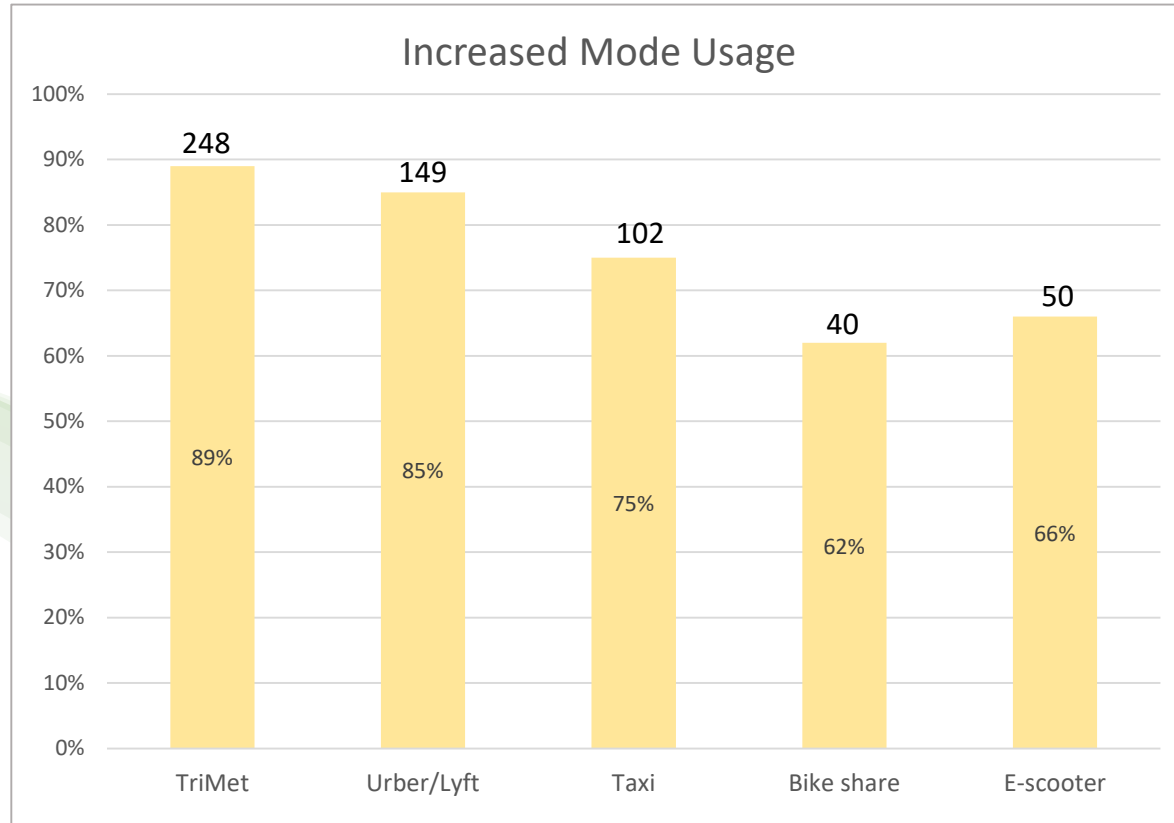
“After you spend all the money on your Transportation Wallet, will you still use the transportation service?”



II. Highlights of the advantages of TWRAH

2. Increased mode usage

"I am taking...more because of Transportation Wallet."



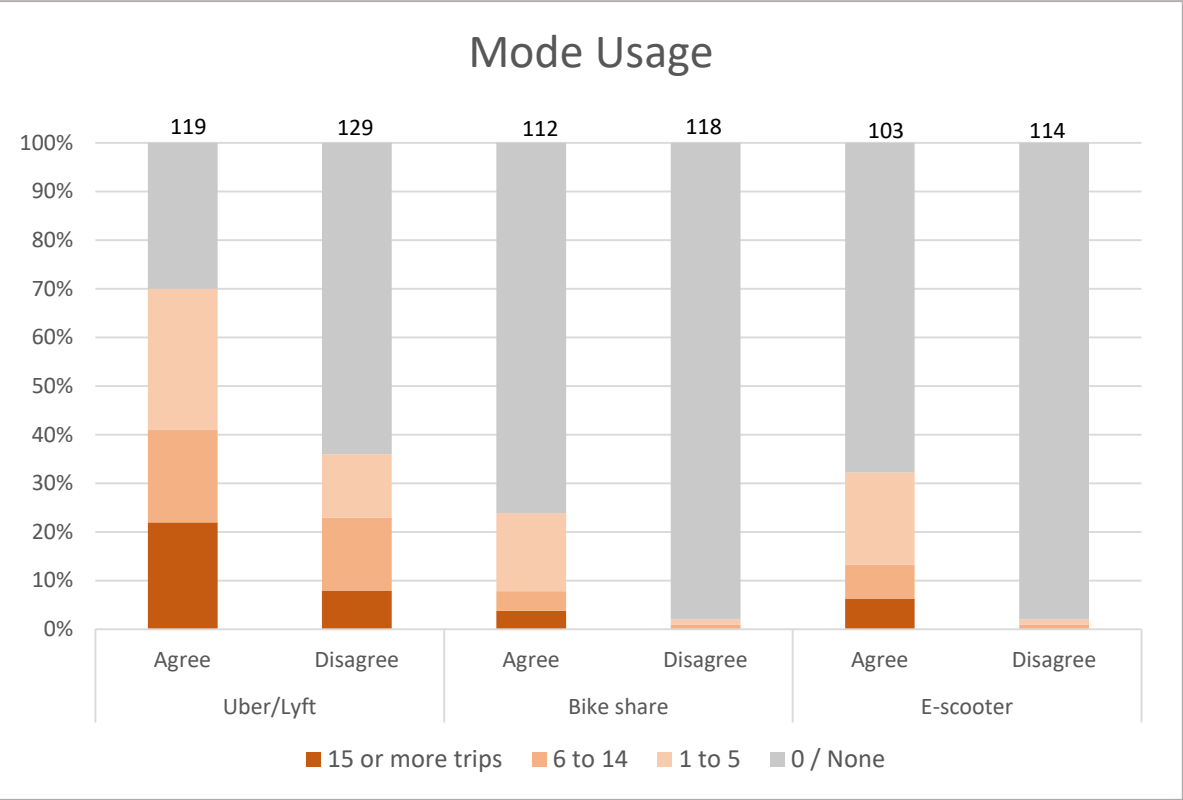
Substitution behavior: what mode would you have used if you had not had the TW?

- Walk: 62%
- TriMet: 48%
- Driving: 26%

3. The usage of new mobility services with TWRAH

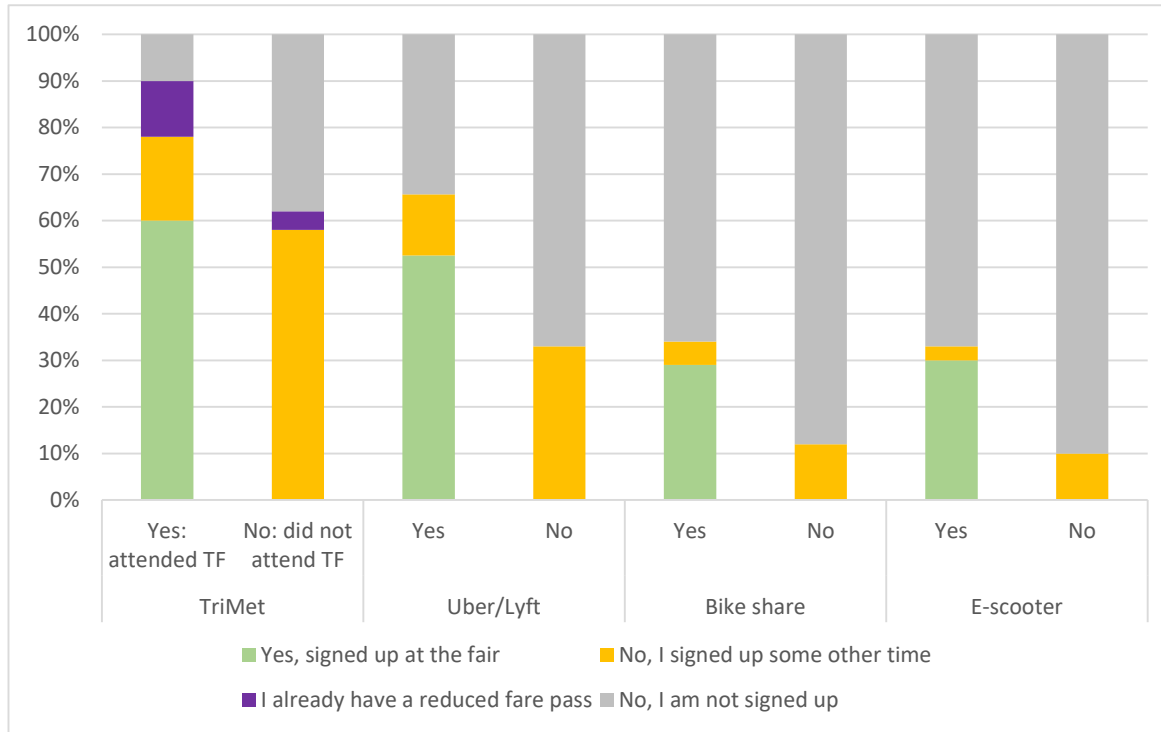
I tried using new modes (like bike share, e-scooters etc.) that I had never used before?

48% of respondents agreed, while **52%** disagreed.

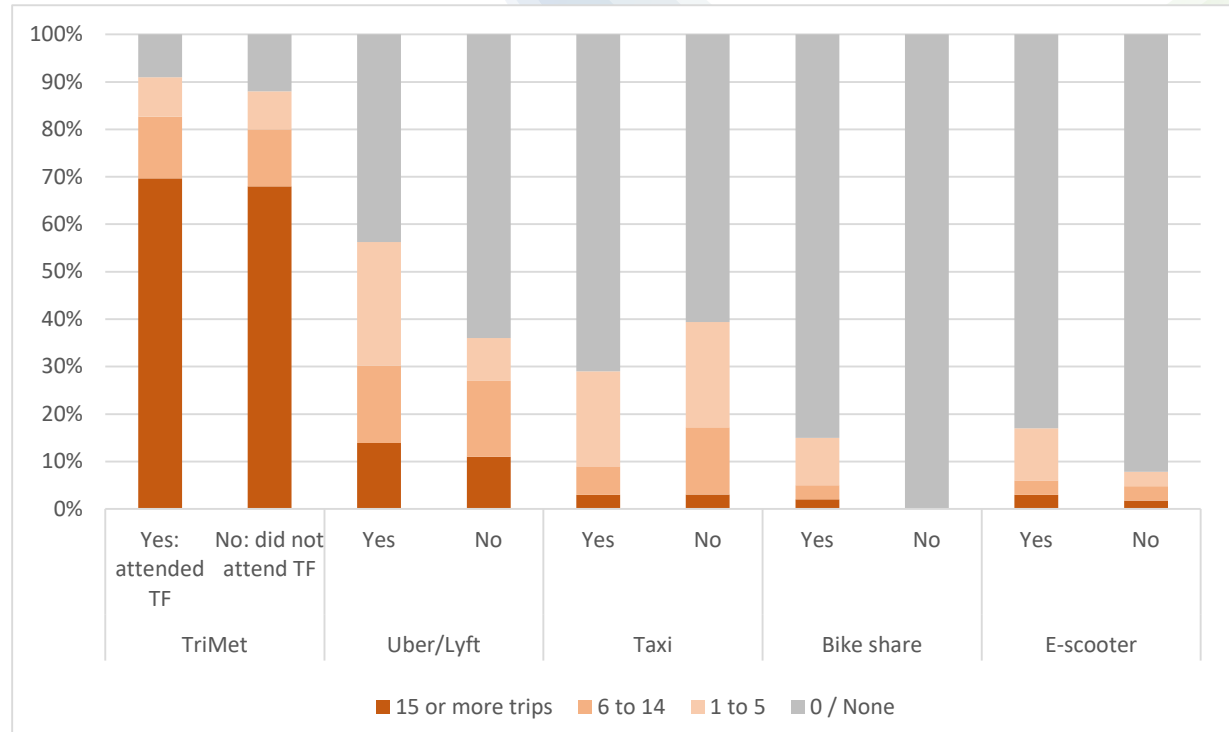


4. Transportation Fairs (TF) effects

79% of responses attended TF, while 21% did not.



❖ TF attendees were much more likely to sign up for all transportation services.



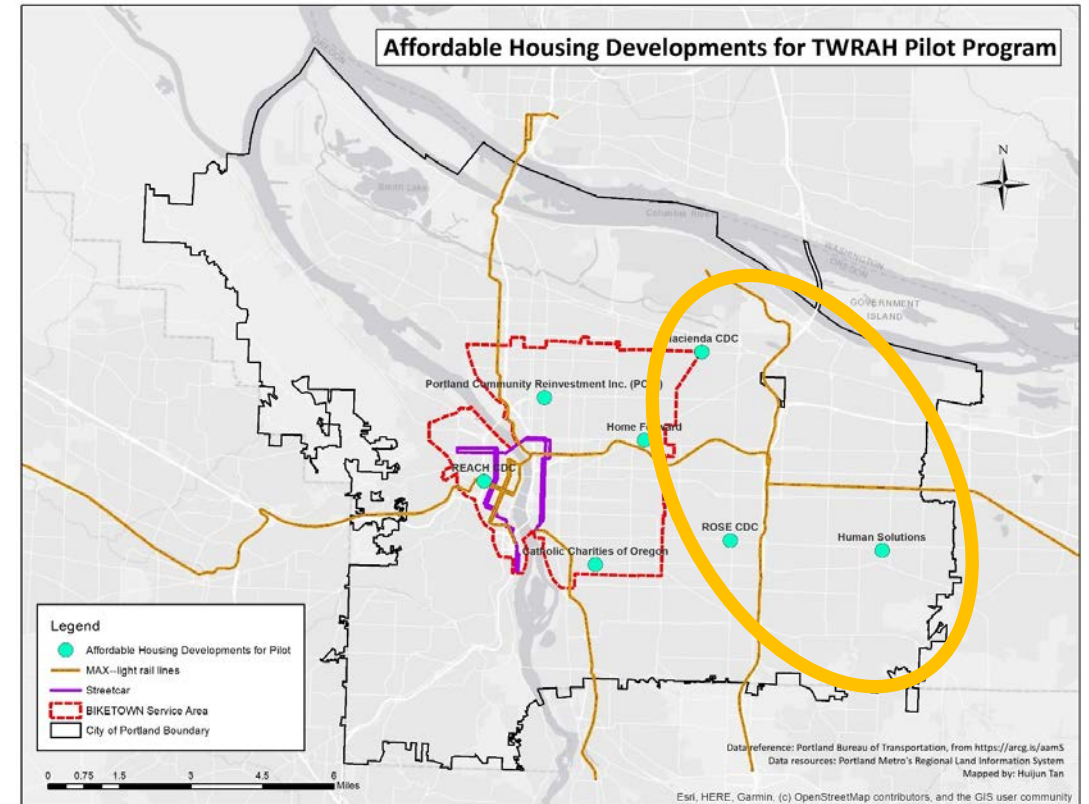
❖ TF attendees were more likely to use Uber/Lyft, bike share and e-scooters

Do some program participants use the wallet differently than others?

- Based on:
 - Where they live?
 - Age?
 - Language?
 - Gender?

East Portland residents . . .

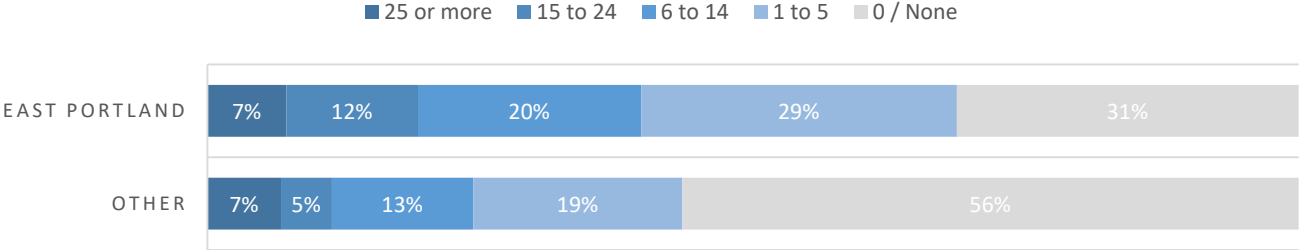
	Not East Portland	East Portland
Because of the transportation wallet		
a. ... I am taking more trips overall	87%	85%
c. ... I went to work related activities (e.g. job interviews or trainings) that I could not have gone to otherwise	60%	81%
d. ... I went to important appointments (e.g. doctor appointments) for myself or	88%	92%
e. ... I went to school-related activities that I could not have gone to otherwise	47%	82%
f. ... I was able to get to places that I didn't have any way to get to before	85%	89%
i. ... my household had more flexibility in how we get around (e.g. car available for use by others)	87%	92%



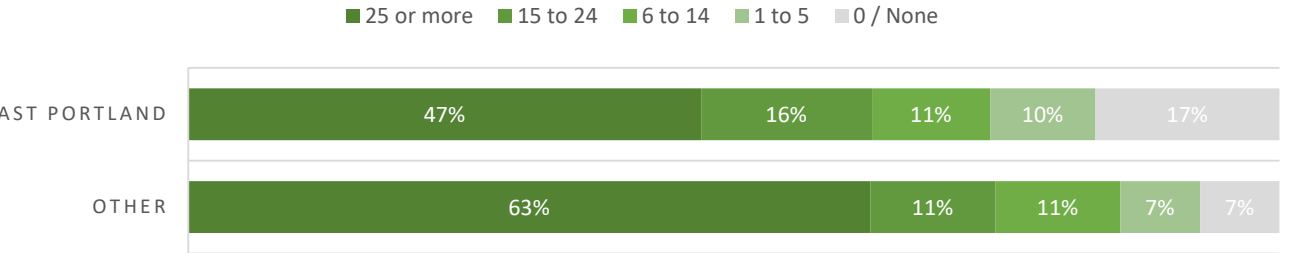
... Used the Wallet more for work or school trips than other participants

East Portland residents . . .

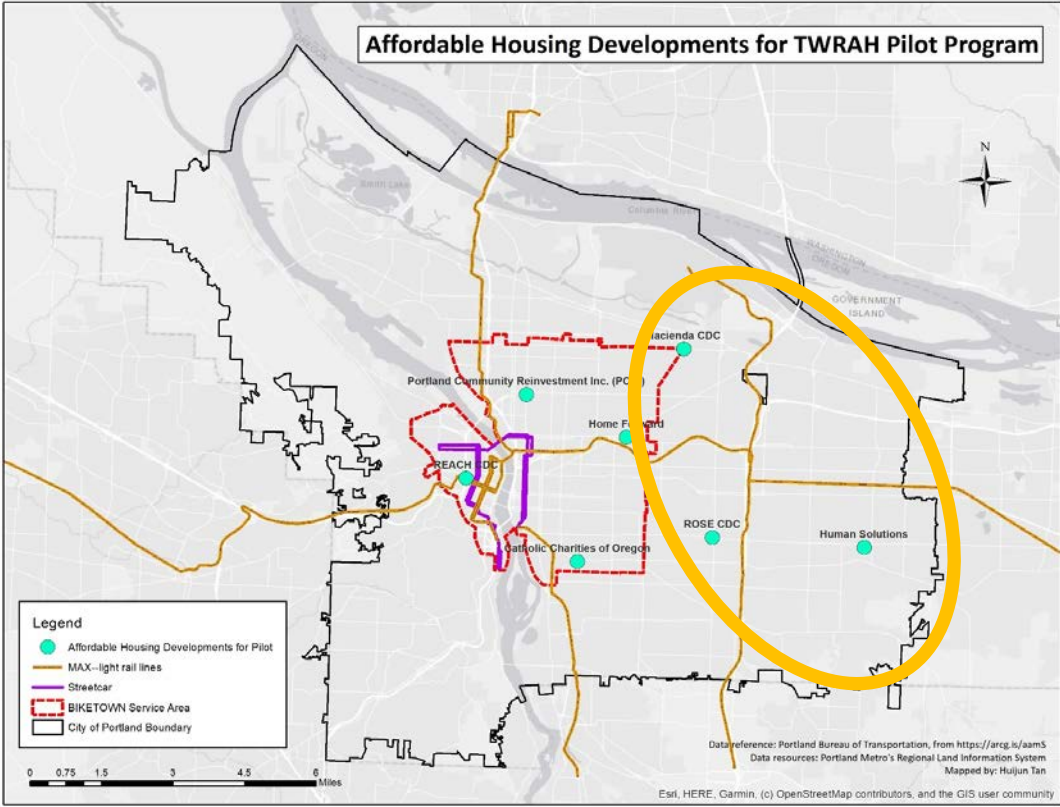
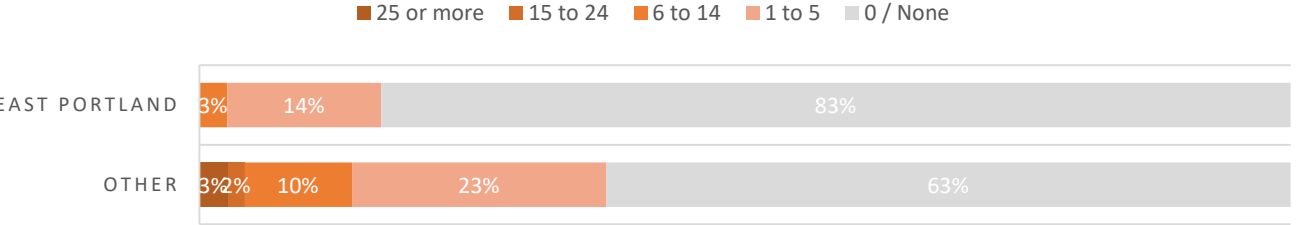
RIDEHAIL TRIPS



TRIMET TRIPS

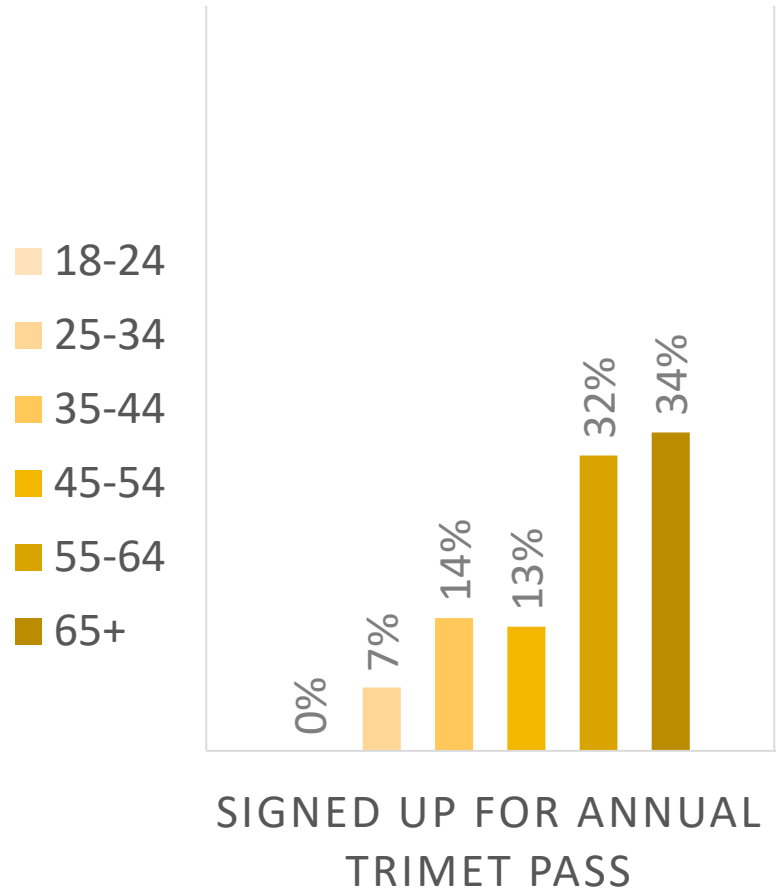


TAXI TRIPS



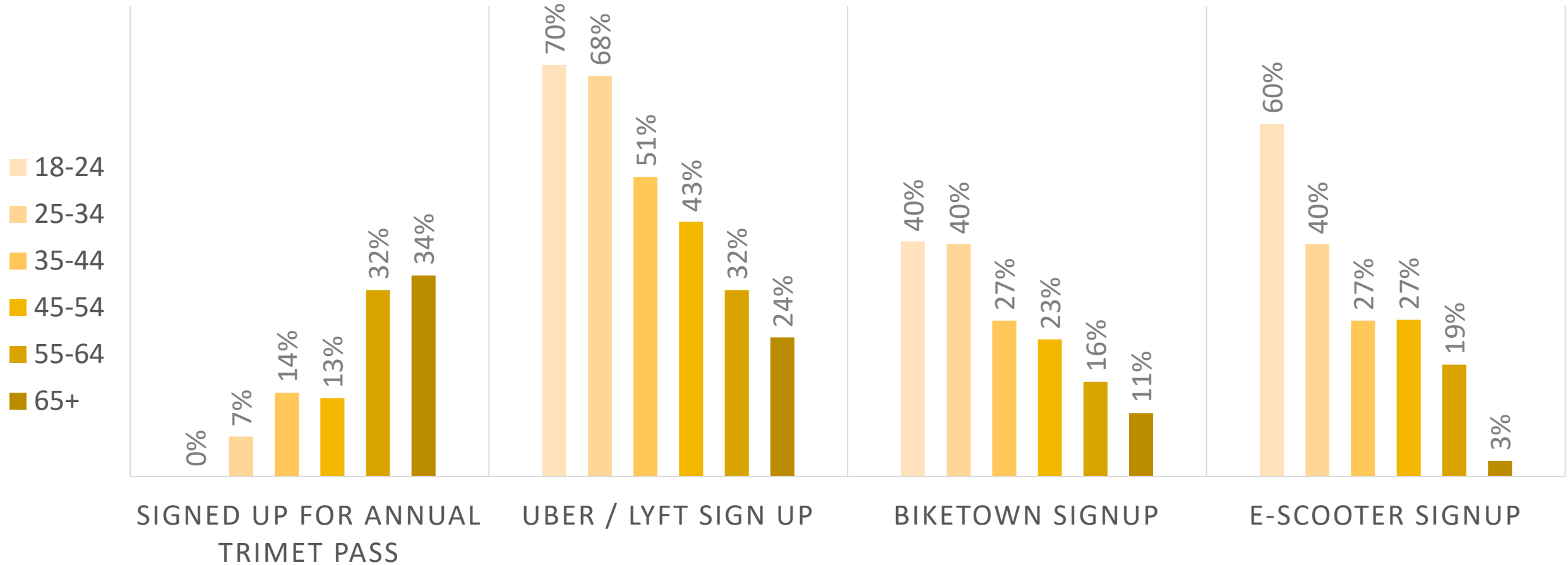
... used Ride-hail more than other participants

Older participants were . . .



... more likely to sign up
for a TriMet annual pass

Older participants were . . .



... more likely to sign up for a TriMet annual pass

And less likely to sign up for ride-hail, bike share, or e-scooter share

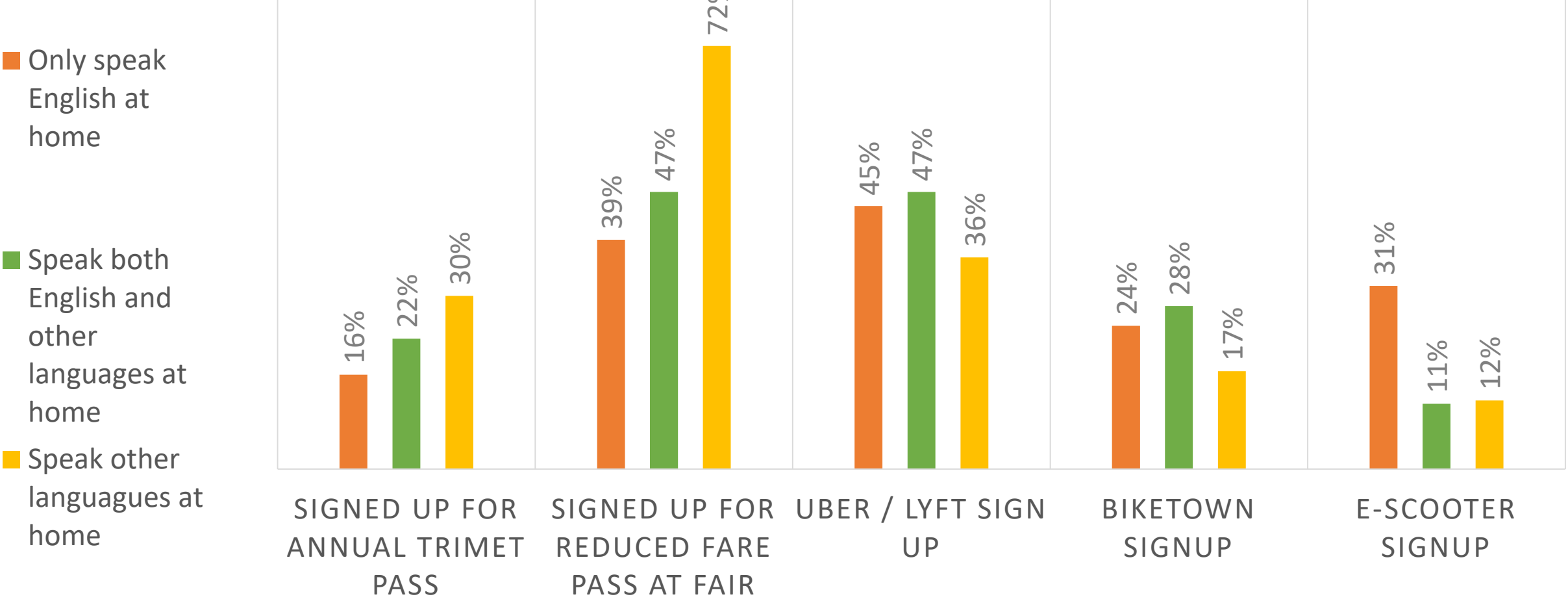
Non-English speakers were . . .

- Only speak English at home
- Speak both English and other languages at home
- Speak other languages at home



...more likely to sign up for the TriMet annual pass, and to sign up for the reduced fare program *at the TW fair*

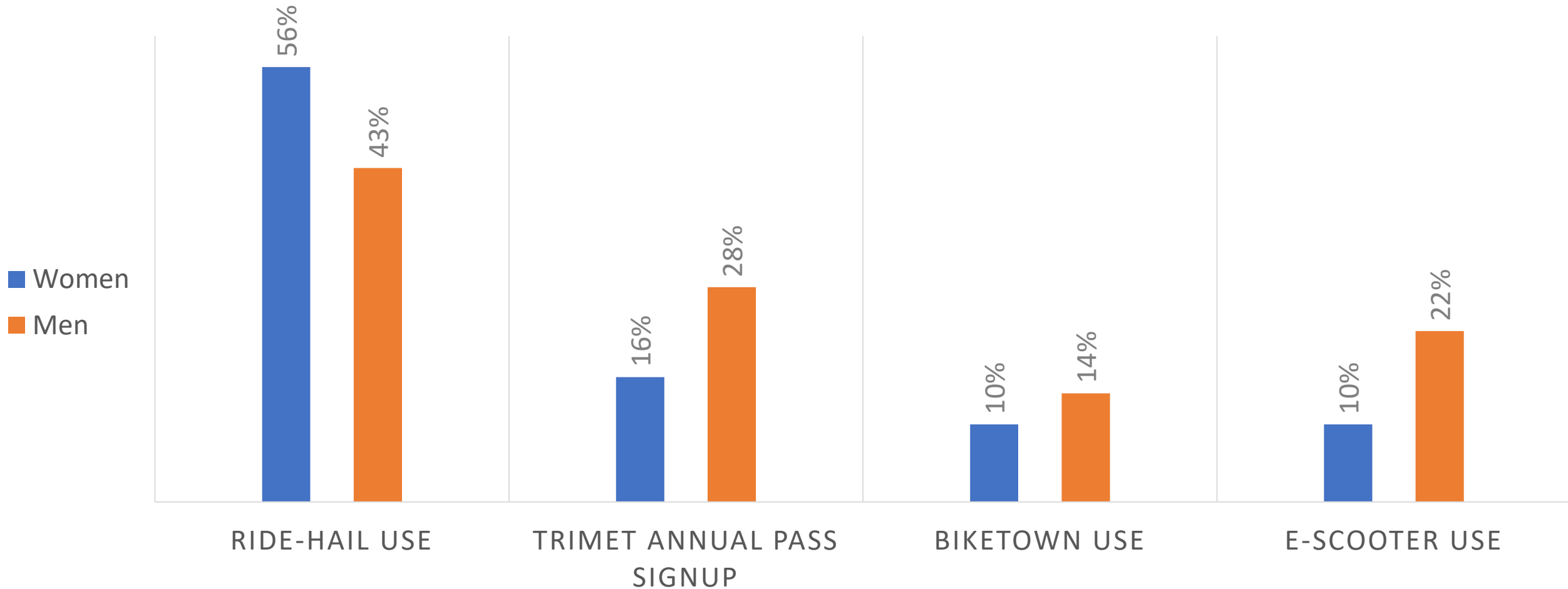
Non-English speakers were . . .



...more likely to sign up for the TriMet annual pass, and to sign up for the reduced fare program *at the TW fair*

And less likely to sign up for ride-hail, bike share, or e-scooters

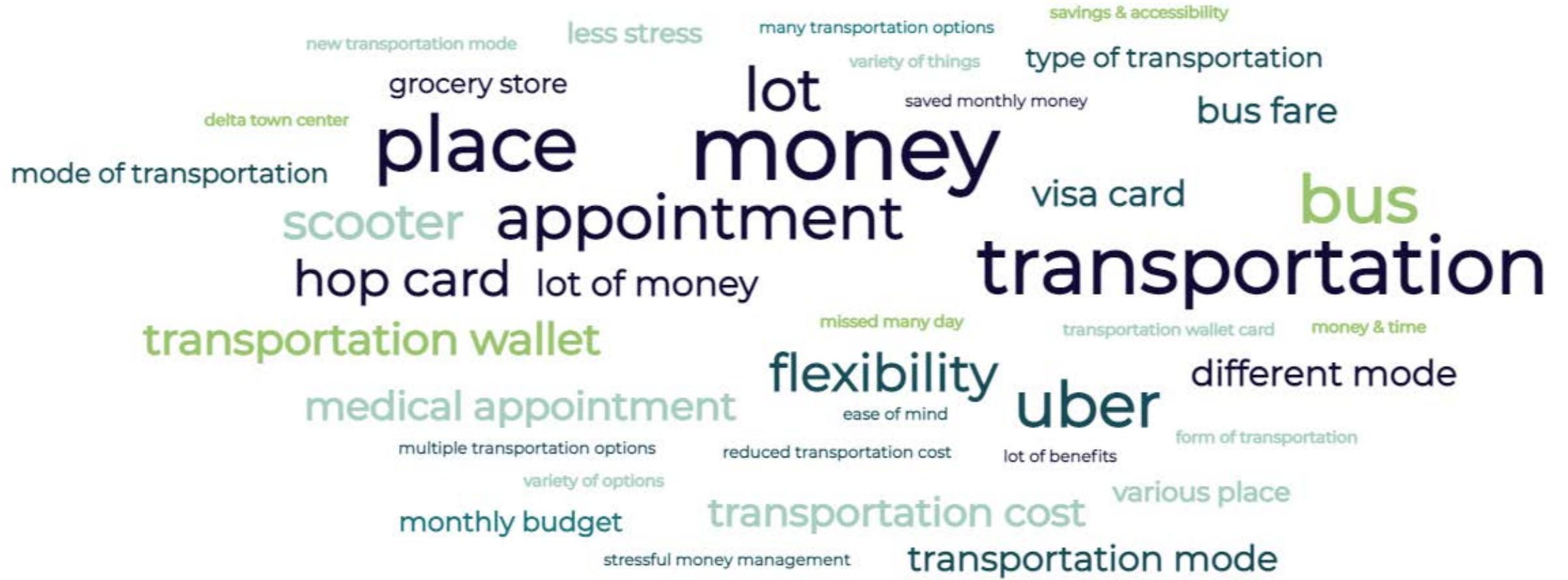
Women were . . .



... more likely to use ride-hail

And less likely to use transit, bike share or e-scooters

“What was the best thing about the Transportation Wallet?”



“What was the best thing about the Transportation Wallet?”

“Took a lot of stress off me financially. Didn’t have to worry about getting around.”

“It relieved stress on how I was going to get around overall as I wouldn't have had the budget to do so.”

“Saved monthly money to help me to budget with a little more flexibility.”

“When I lost my car I was able to get to work and keep my job by using the wallet. I also was able to safely transport my daughter to school and get groceries.”

“Feeling secure that I can get around, even when broke.”



“It got me out of emergencies. For example - my son was going to an interview for a new school and we had no way to get there. So we took an Uber to get there using the Transportation Wallet funds. We also took my mom to a doctor's appointment when the bus was not running using the Transportation Wallet card.”

“When I was in a bind and got too many groceries and needed to get home somehow, I could call a cab.”

“It gave me confidence when travelling that I'd always be able to get there and back.”

“Trying new forms of transportation like scooter and bus, and passes for taxis were so useful.”

Considerations

- Goal of program?
 - Improved mobility
 - Exposure to new modes and services?
 - Pocketbook help?
- Ongoing engagement (current and future participants)
 - Language assistance
 - Spending down of card values
- Helping people understand services
 - E.g. TriMet fare capping structure



Thank you!

Transportation Wallet for Residents of Affordable Housing



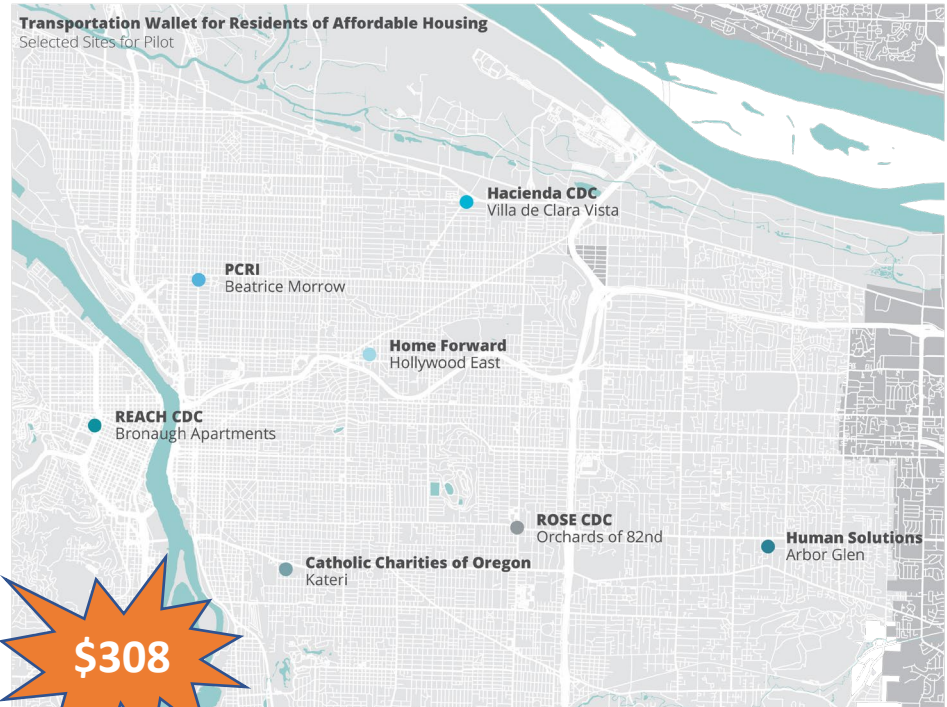
2019-2020 Pilot Program



PBOT
PORTLAND BUREAU OF TRANSPORTATION

What is the Transportation Wallet Pilot for Residents of Affordable Housing?

- PBOT partnered with **seven** housing organizations to provide transportation incentives for **up to 500 residents**
- Pilot delivered these **free** transportation options through seven Transportation Fairs or through direct sign-up from a waitlist



\$308

- Annual BIKETOWN membership
- Tri Met value or annual pass
- E-scooter value
- Taxi/TNC value and gift cards
- Car2Go credit

Brief History of the Transportation Wallet



Not Pictured
Chris Armes

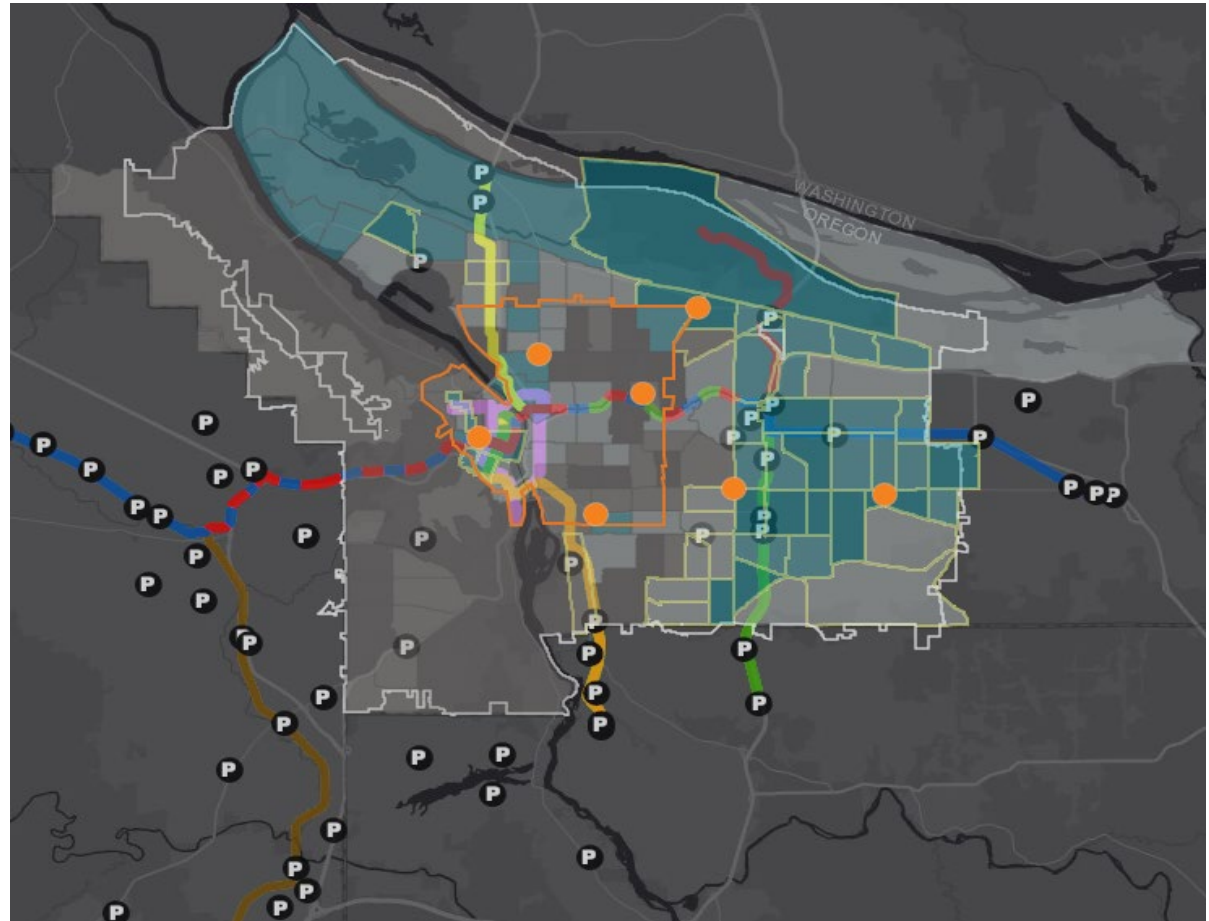


- Regulatory TDM requirement in Commercial/ Mixed Use Zones
- Affordable housing units exempt from the Multimodal Financial Incentive
- Co-beneficial goals:
 - Test delivery of incentives and information to communities served by affordable housing
 - Find ways to expand the Transportation Wallet model outside parking districts
 - Demonstrate demand and need for TDM programming

Affordable Housing Site Selection



- Connected with six affordable housing organizations
- Requested letters of interest
- Selected seven housing organizations who expressed interest



<https://pdx.maps.arcgis.com/apps/MapSeries/index.html?appid=ea1eba4bfb75481e9e2d02314c492356>

Information Gathering from Organizations + Residents

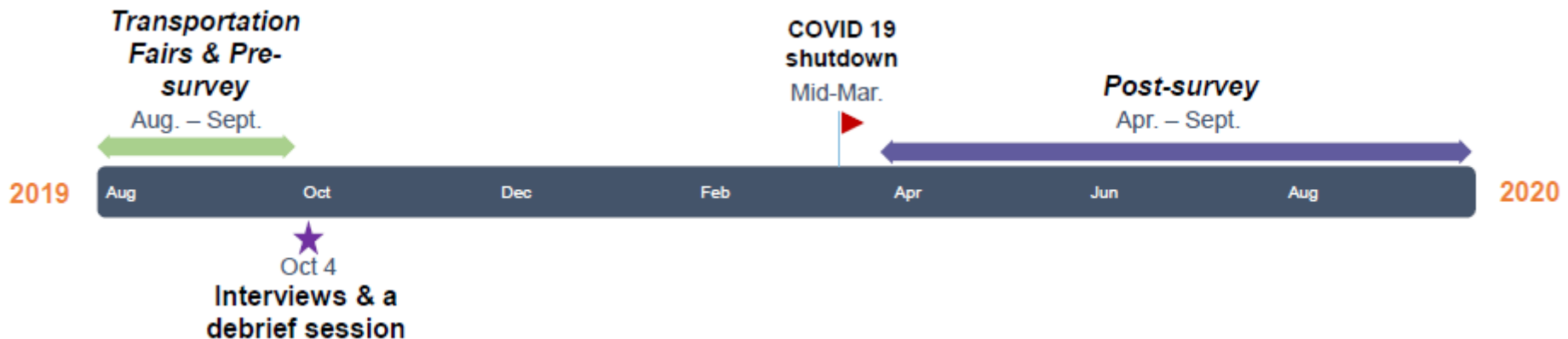
- **Barrier/Opportunity:** Capacity of housing organization staff to deliver high level of support through direct resident interactions
 - Proposed solution: Work with resident coordinators that oversee assigned buildings
- **Barrier/Opportunity:** Unbanked/Underbanked residents or unwilling/afraid to link banking accounts to micromobility
 - Proposed solution: Visa pre-paid card with US Bank
- **Barrier/Opportunity:** Safety in the ROW and consideration for families
 - Monitor TNC/taxi usage
- **Barrier/Opportunity:** Accessibility
 - Language needs
 - Physical/mental/emotional
 - Technology



Timeline of Events (2018-2020 pilot)



- **Fall 2018** - Transportation Wallet program beginnings
- **November 2018**- Began working with Regulatory + Treasury + PBOT Accounting to develop Visa pre-paid card
- **November 2018-January 2019** - Information gathering
- **January 2019** - Letters of interest from Housing Partners



Timeline of Events (2018-2020 pilot)



- **Aug-Sep 2019** - Transportation Fair summer series
- **Nov 2019-Jan 2020** - Participant check-ins
- **May 2020** - End of pilot
- **Apr-Sep 2020** - Evaluation - post survey
- **Sep 2020-Jan 2021** - Post survey analysis, evaluation report development
- **Jan 2021** - Program development for Pilot 2.0 and identifying funding
- **Feb-April 2021** - Delivery of additional TriMet HOP funding for original participants

Community Partners + Service Providers



Lime



**BROADWAY
CAB**
Ride Local



HACIENDA
COMMUNITY DEVELOPMENT CORP.



Catholic Charities



hope. access. potential.



ROSE
community development

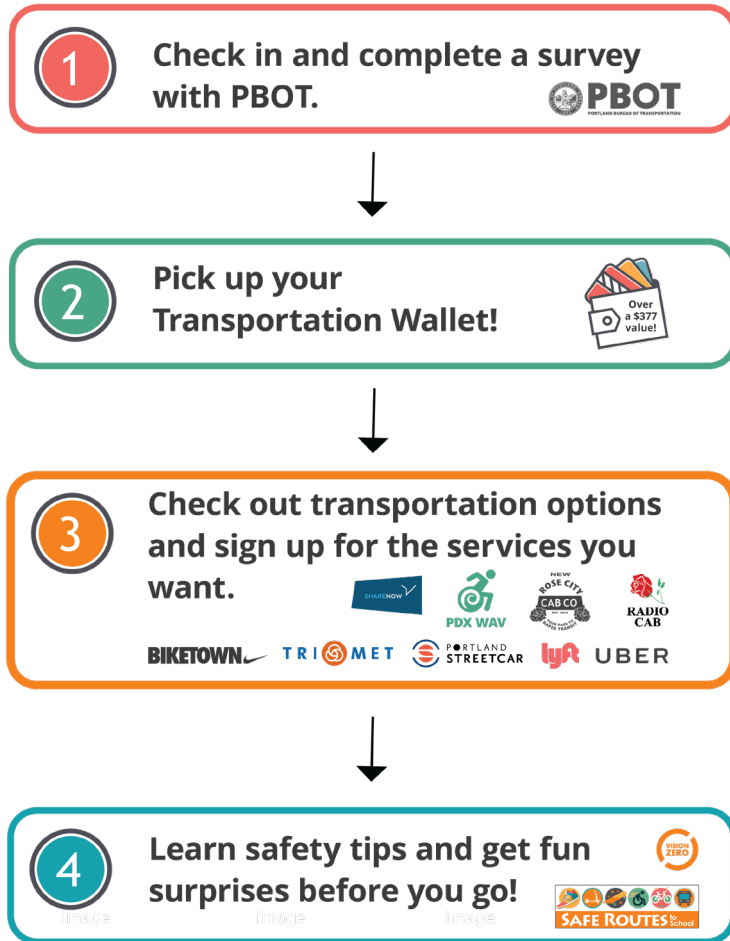
HumanSolutions



PBOT Transportation Fair Staff



Transportation Wallet Delivery



- Transportation Fair - Delivery A (Delayed funding)
- Transportation Fair - Delivery B (Delayed Card + Funding)
- Transportation Fair - Delivery C (Onsite funding)
- Waitlist Participants



Human Solutions at Arbor Glen (E. Portland)

Delivery Method A:

- Distributed Cards at Fair.
 - Cards funded 1-2 weeks later
- First Transportation Fair - very successful
 - 35 participants total - all have made their first trip or transaction using their card



Reach CDC at Gray's Landing (SW waterfront, Portland)

- 3 buildings with residents from Gray's Landing, Bronaugh Apartments, and The Admiral.

Delivery Method A:

- Distributed Cards at Fair.
- Cards funded 1-2 weeks later



Home Forward at Hollywood East (NE, Portland)

- Over 79 participants at the Transportation Fair
- 48 waitlist participants!
- Located near Hollywood Transit Center
- Strong TNC + Taxi use

Delivery Method A:

- Distributed Cards at Fair.
- Cards funded 1-2 weeks later



Hacienda CDC at Villa de Clara Vista (NE - Cully, Portland)



Delivery Method A:

- Distributed Cards at Fair.
- Cards funded 1-2 weeks later.

- Open to all Hacienda CDC properties
- Needed Spanish and Somali translation help.
- PBOT staff represented Tri-Met at the Hacienda CDC Transportation Fair.



Catholic Charities of Oregon at Kateri Park (SE, Portland)

Delivery Method A:

- Distributed Cards at Fair.
- Cards funded 1-2 weeks later



- 51 Fair participants + 20 Waitlist participants
- 21 of 36 Tri-Met users signed up for Annual or Monthly pass.



Rose CDC at Orchards on 82nd (E. Portland)

Delivery Method B:

- Distributed Cards later through the mail as cards were funded.



- APANO helped with translation needs at fair.
- Least preferable delivery method.
- Lead to a lot of confusion and lost cards.
- PBOT staff represented Tri-Met at the Hacienda CDC Transportation Fair.



P.C.R.I at Beatrice Morrow (NE, Portland)

Delivery Method C:

Distributed and funded cards on site day of fair.



- Last & most streamlined fair of the series.
- Preferred delivery method.
- Residents had a strong grasp on the program + shared mobility technologies
- 41 Fair participants
+
34 waitlist participants

Waitlist Participation + Participant Relations

112 Waitlist Participants!

- Worked with Resident Coordinators to encouraged participants to make first trip or transaction.
- Clarify Transportation wallet usage and pilot timeline to residents.



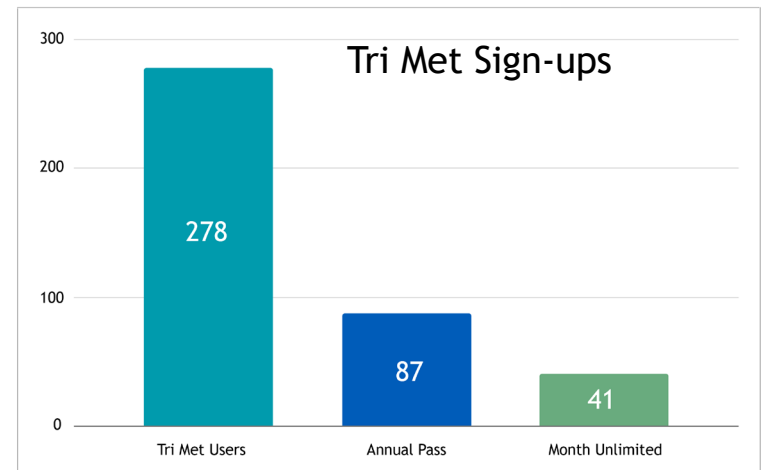
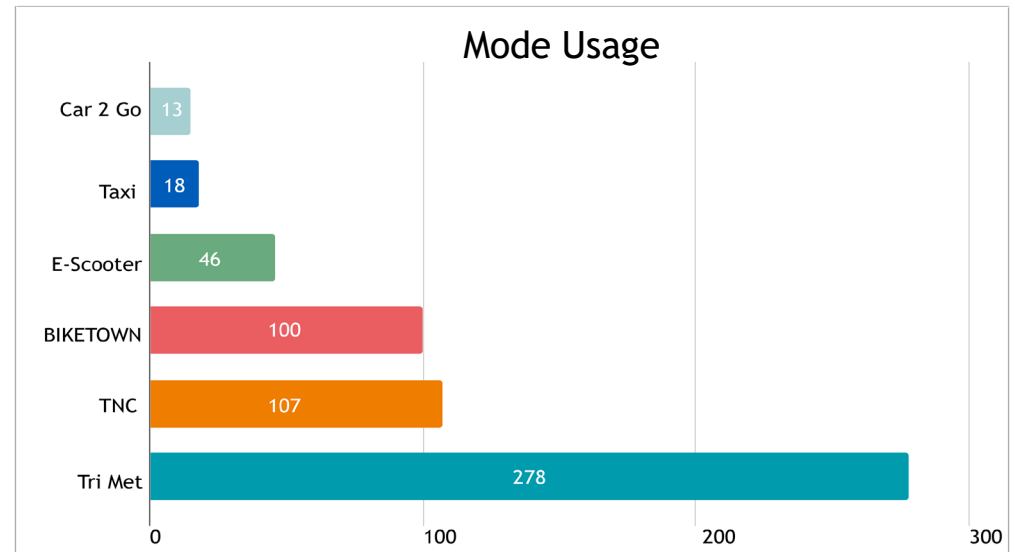
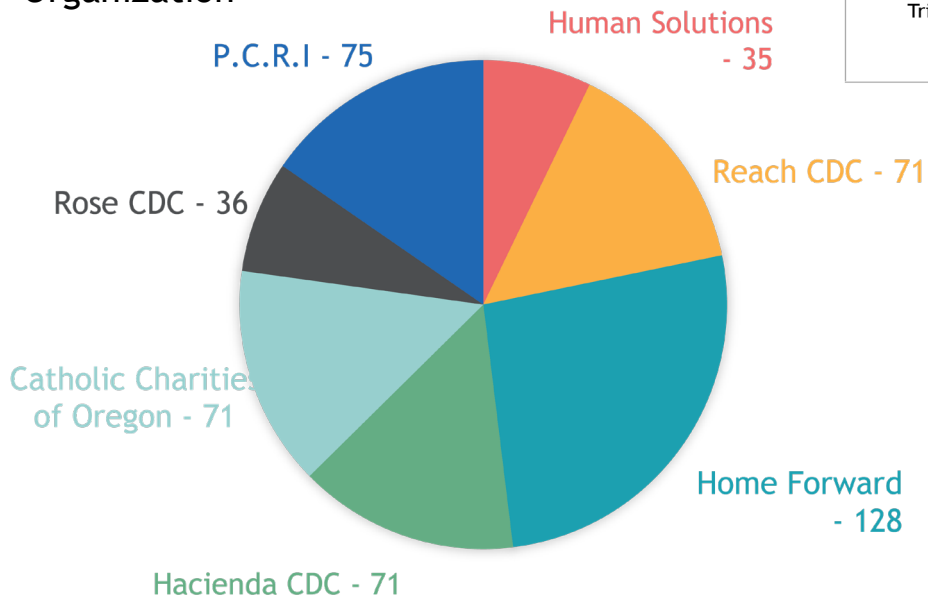
Photo provided by Tom Cook



By the Numbers..

We held 7 Transportation Fairs
Serving a total of 487
residents at 17 low-income
buildings!

Participants by Housing Organization



Lessons Learned

- Affordable housing partners are effective TDM partners
- Interest in shared micromobility higher than expected
- Language needs -language accommodation was not adequate
- Pre-paid debit card was a challenge, but increased accessibility
- Collaborations across stakeholders across PBOT and beyond can be very successful!

Moving Forward...

- Added HOP credit for existing TriMet users - \$56 or 3 month unlimited pass equivalent
- How can we continue to engage our new housing partners in ?
 - BIKETOWN community engagement with new system and e-bikes
 - Sunday Parkways - bringing in new communities
 - Smart Trips - method of delivery and tracking behavior change
- How can we make this pilot accessible for other organizations to deliver?
 - Packaged Train the Trainers including videos from service providers
- Share findings with stakeholders and partners to advocate for long-term or a permanent funding stream

Thank you!

Questions + Comments

Roshin.Kurian@portlandoregon.gov